

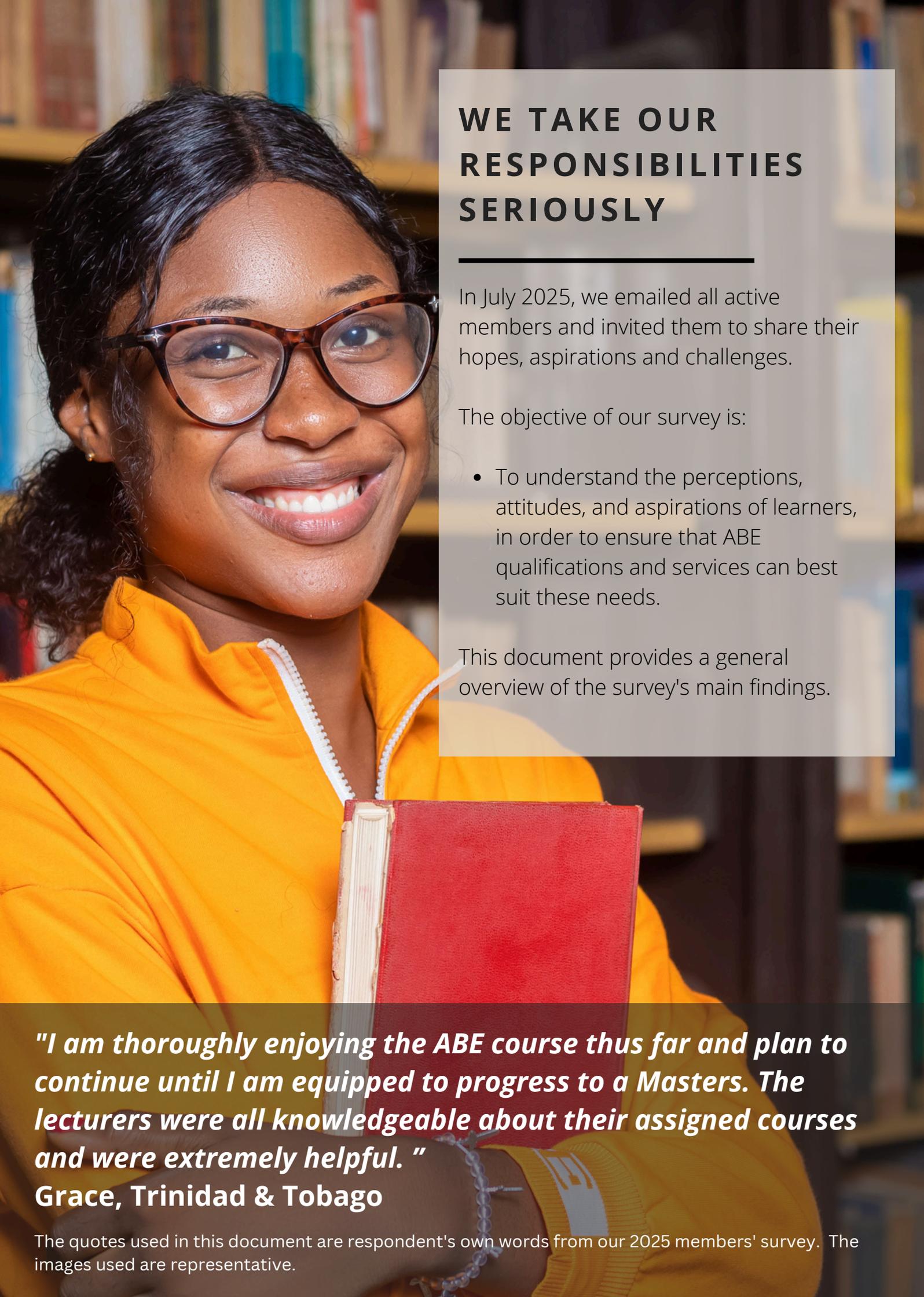


# ABE MEMBERS' SURVEY 2025

WITH THANKS TO THE ABE COMMUNITY FOR TAKING THE  
TIME TO SHARE THEIR THOUGHTS AND EXPERIENCES  
#ABEWAY



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## WE TAKE OUR RESPONSIBILITIES SERIOUSLY

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In July 2025, we emailed all active members and invited them to share their hopes, aspirations and challenges.

The objective of our survey is:

- To understand the perceptions, attitudes, and aspirations of learners, in order to ensure that ABE qualifications and services can best suit these needs.

This document provides a general overview of the survey's main findings.

***"I am thoroughly enjoying the ABE course thus far and plan to continue until I am equipped to progress to a Masters. The lecturers were all knowledgeable about their assigned courses and were extremely helpful. "***

**Grace, Trinidad & Tobago**

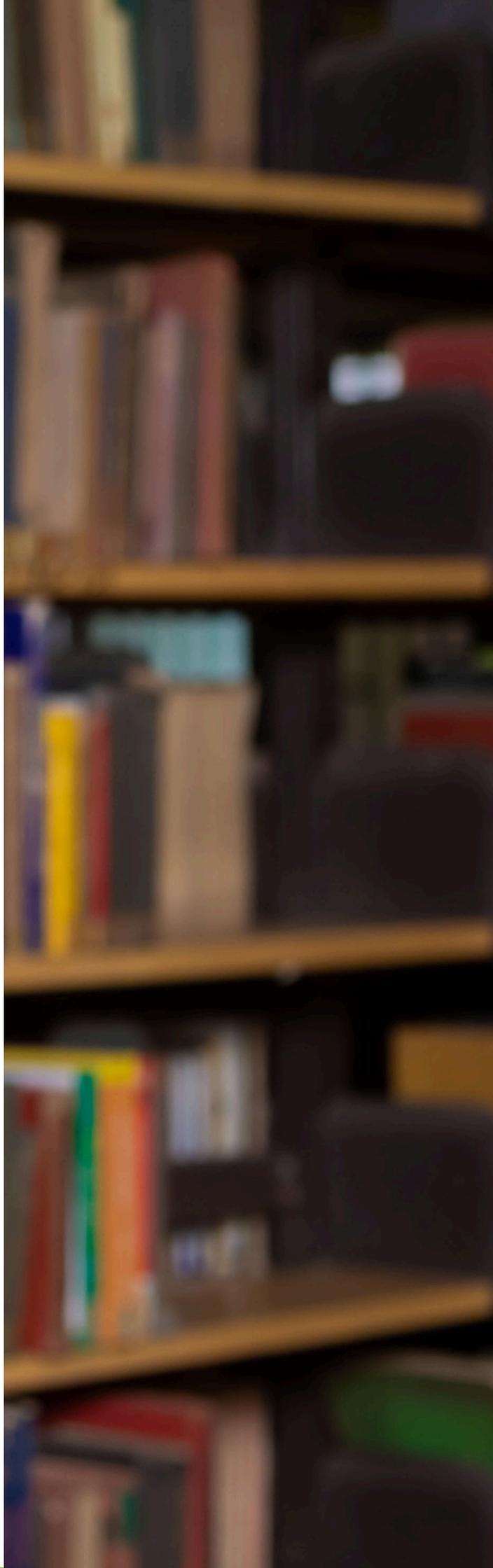
The quotes used in this document are respondent's own words from our 2025 members' survey. The images used are representative.

## WHO TOOK PART

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The majority of people who took part in the survey were studying for an ABE business qualification or had recently completed, with a small proportion of our membership made up of ABE graduates who retain their membership for the postnominals and to remain part of our community.

Responses came from 22 countries, the top being Malawi, Trinidad & Tobago, Guyana, Ghana and Mauritius respectively



***"I am very satisfied with ABE, especially in terms of their exams, which have helped me become a better version of myself. I can't wait to explore the Business Management and Leadership course next. I am also delighted with ABE's quick and efficient service, they are always very helpful and ready to assist whenever I face any problems, providing clear solutions whenever I feel confused. From the bottom of my heart, I wholeheartedly recommend ABE to everyone, whether you are working, recently finished college, or seeking to build a successful career."***

**Yashika, Mauritius**



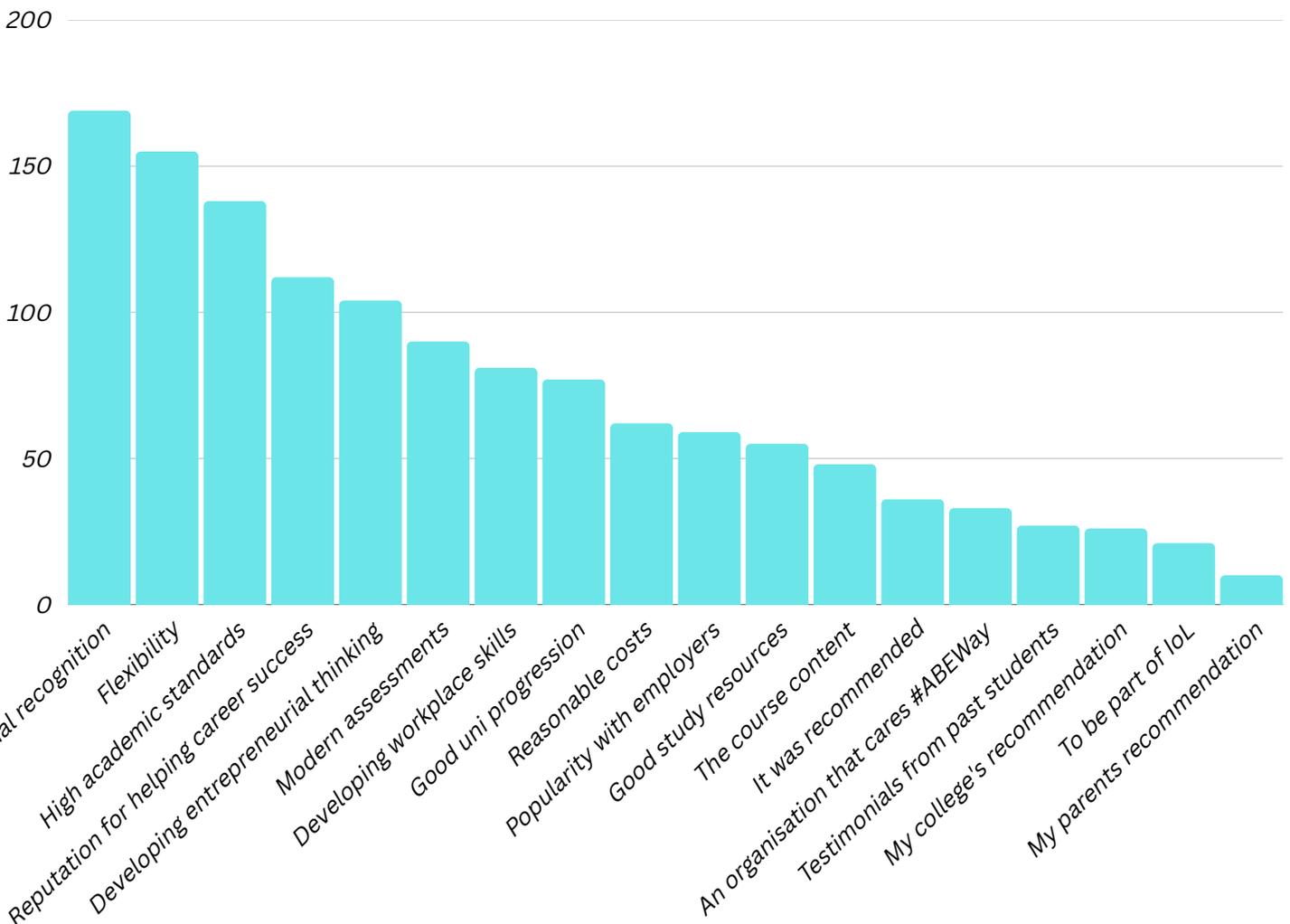
# CHOOSING ABE

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International recognition is cited as the number one reason for choosing ABE. Our flexibility, the high quality of our academic standards, developing entrepreneurial skills and our reputation for career success are also strongly appreciated. Some also mentioned they joined ABE to be part of The Institute of Leadership (IoL).

This is a good indicator that choosing to pursue an ABE qualification is based on a range of strengths that assist individuals in achieving their goals, whether it's starting a new career, advancing in their current career, or becoming an entrepreneur, followed by university progression.

## TABLE OF REASONS

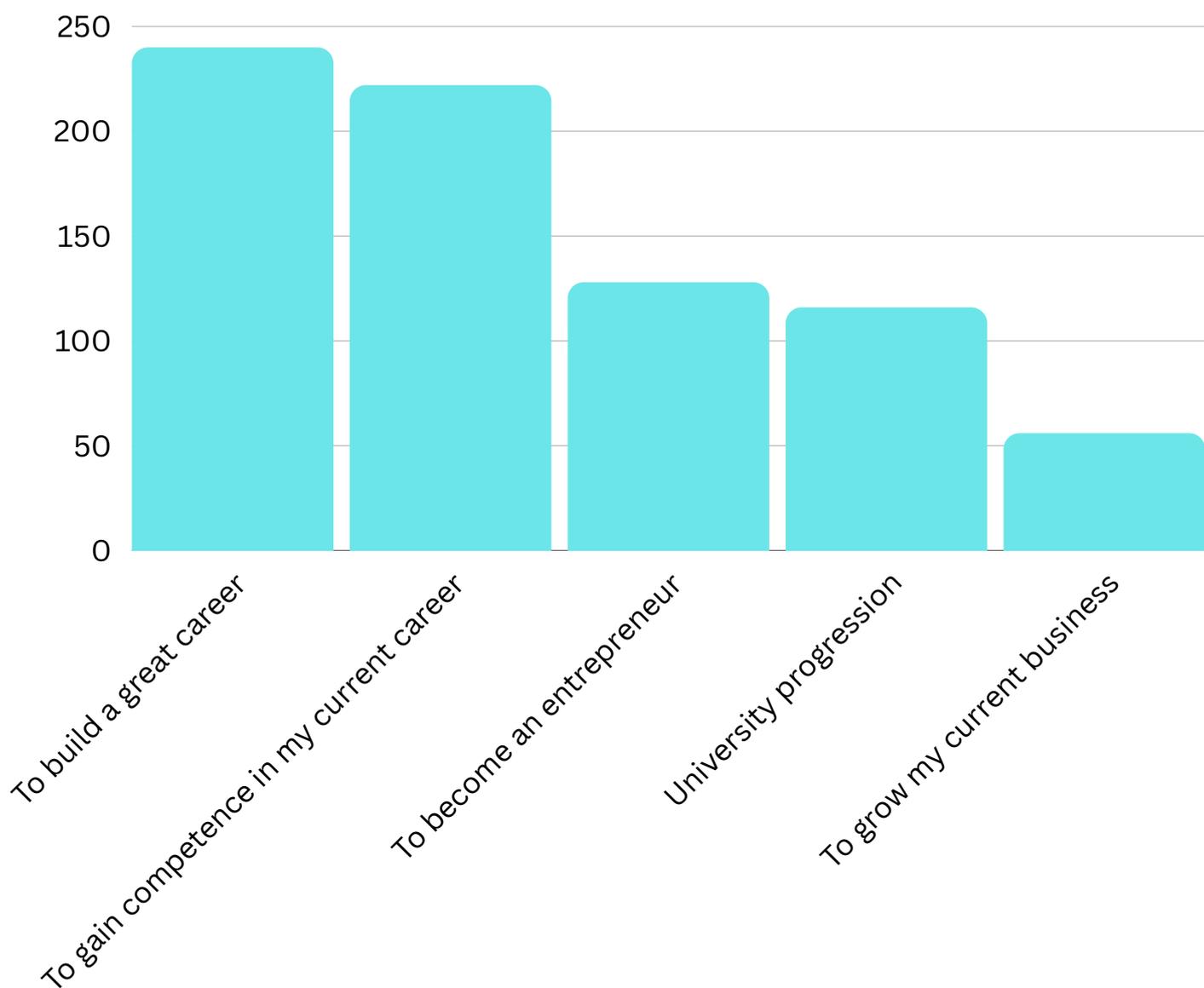


# MEMBERS' ULTIMATE OBJECTIVE

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Career-based objectives (including entrepreneurship) continue to be the main reasons people choose ABE followed by good progression opportunities. Approximately half of respondents plan to become successful entrepreneurs and progress to university.

## TABLE OF OBJECTIVES



A young woman with dark, curly hair is smiling broadly, showing her teeth. She is wearing a light-colored, possibly yellow or beige, t-shirt. The background is a bright, out-of-focus indoor setting, likely an office or classroom, with windows and some equipment visible. The overall mood is positive and professional.

***“Enrolling for the ABE Level 5 Diploma was one of the best decisions I’ve made for my professional development. The programme offered a solid and practical understanding of business principles, with modules that were both challenging and rewarding. I especially appreciated how the coursework encouraged critical thinking and real-world application, preparing me for the demands of today’s business environment. The flexibility of the ABE programme allowed me to study at my own pace while balancing other responsibilities. The support from tutors and access to comprehensive resources made learning engaging and manageable. I now feel more confident in my ability to contribute meaningfully in the workplace and pursue further studies.”***

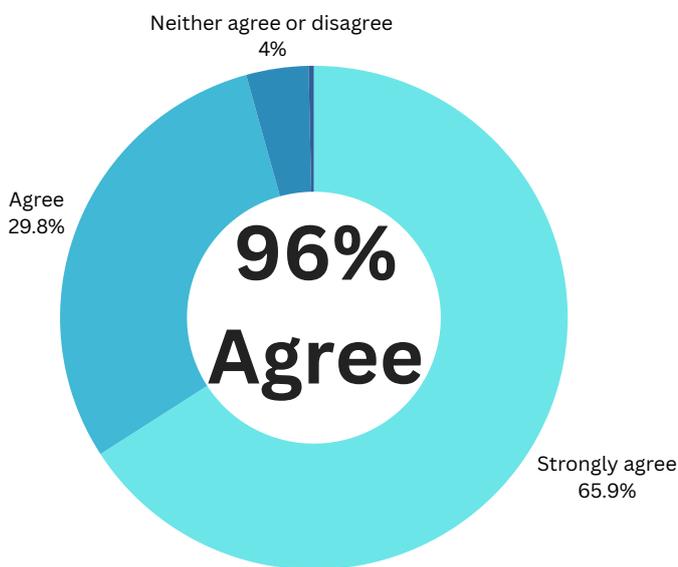
**Rosa, Trinidad & Tobago**

# THE OUTCOMES

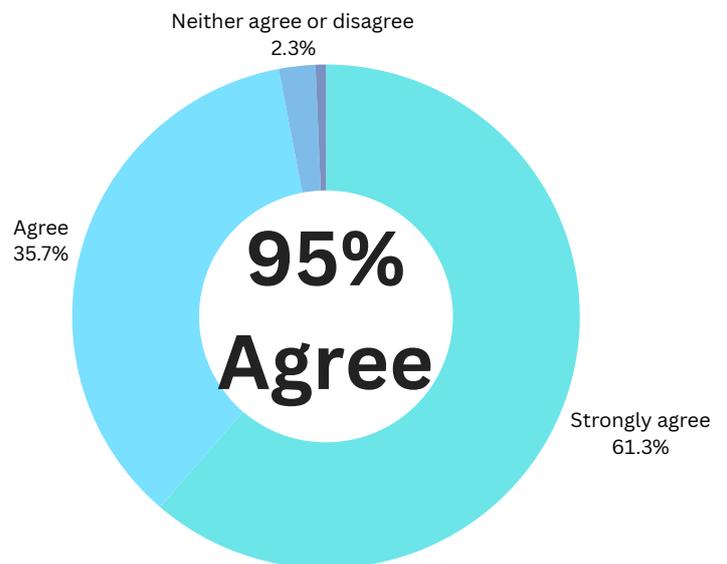
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Members say studying for an ABE qualification has been positive. The responses below show ABE helps people feel confident they have the skills to achieve their ambitions and they appreciate the solution-focused thinking developed by ABE's modern assessments.

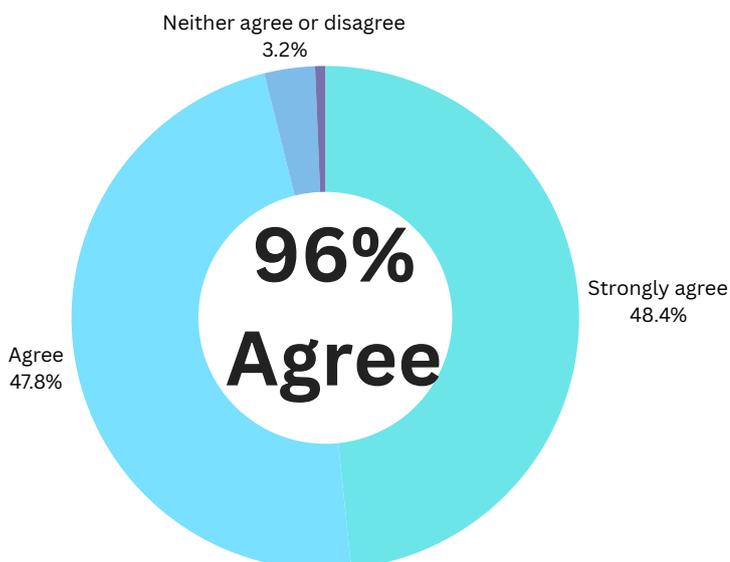
**I am confident the knowledge and skills I have gained from my ABE studies will help me achieve my long-term goals:**



**I would recommend ABE:**



**ABE's assessments have helped me build a better understanding of how to apply business theory to real life:**



# CHALLENGES & CONCERNS

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We asked the respondents to let us know if they had any challenges that could impact their studies. From the answers we received, financial circumstances were named as the biggest concern that hinders their progression with ABE, followed by technology and family circumstances.

As a not-for-profit organisation, ABE is committed to keeping its fees affordable without compromising quality. It's our mission to make the best business education available to everyone, and we are committed to doing everything within our power to ensure no one is left behind.

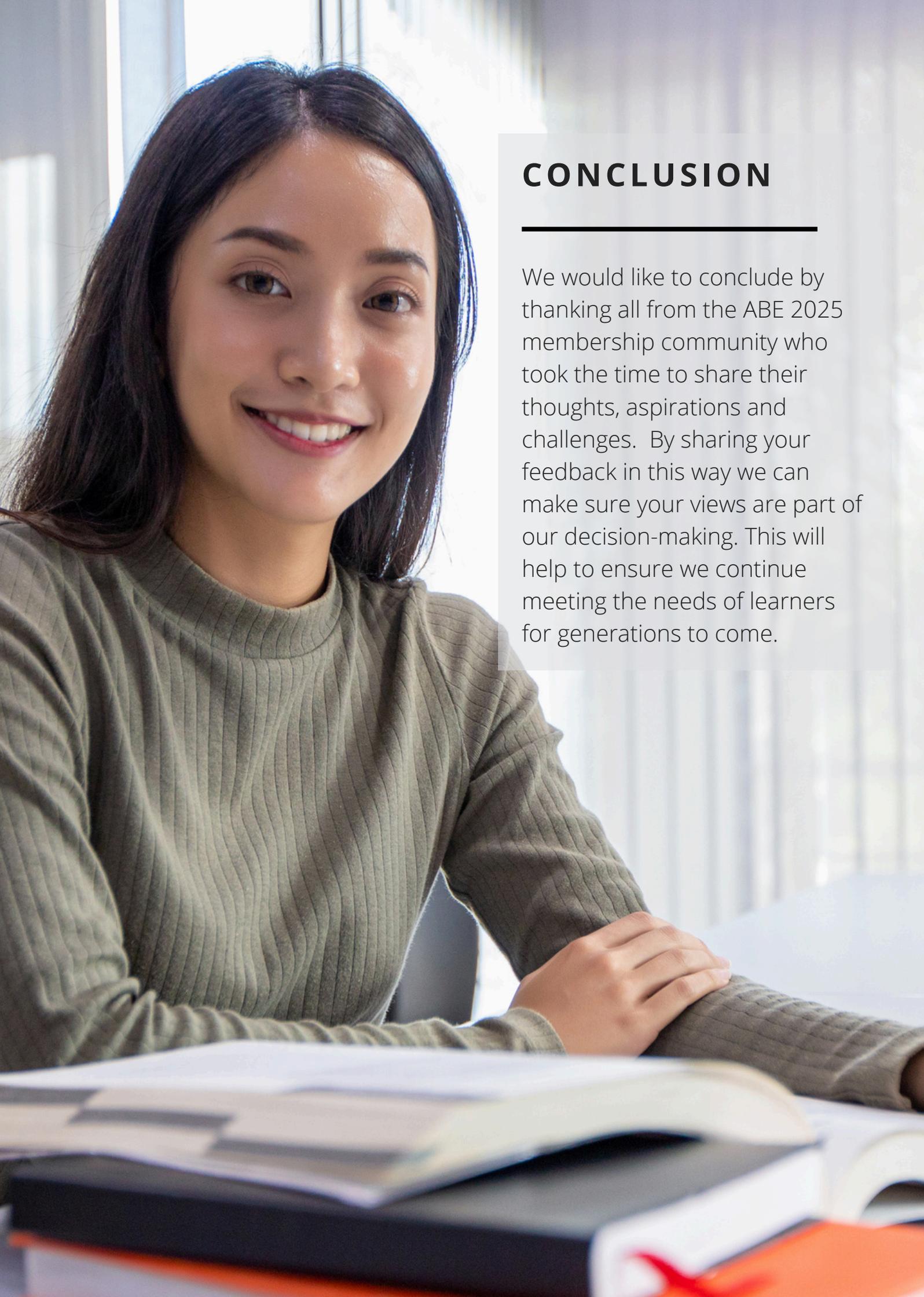
We don't set time limits on our qualifications, and assessments can be booked and paid for as and when students are ready to take them. We also try to provide payment options that enable people to pay in the local currency wherever it's possible.

We set and mark in the UK to ensure consistent standards, and we include a comprehensive study guide for every unit to help learners have the best chance of success.

*"I chose ABE because while researching exam formats and grading, I found clear and detailed information that answered all my questions. This transparency attracted me the most. Before joining, I was already familiar with the modules, and with ABE, I knew all the details upfront, which gave me confidence in my choice."*

**Bernadette, Malawi**





## CONCLUSION

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We would like to conclude by thanking all from the ABE 2025 membership community who took the time to share their thoughts, aspirations and challenges. By sharing your feedback in this way we can make sure your views are part of our decision-making. This will help to ensure we continue meeting the needs of learners for generations to come.

***"ABE has helped me to build up my professional skills and career  
in my banking life. Thank you, ABE "***

Nimal, Sri Lanka



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